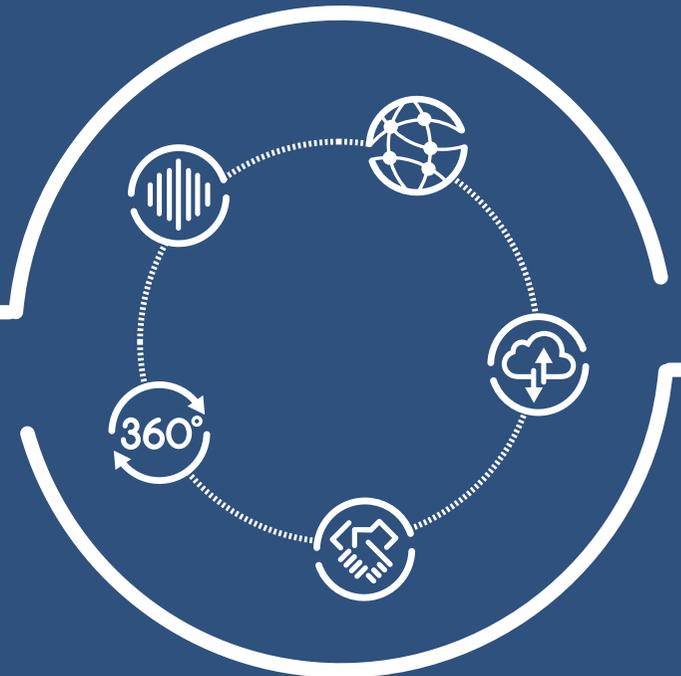


5 TOP TIPS FOR SELLING HOSTED COMMUNICATIONS SERVICES



In order to support you with selling Hosted Communications Services, here's some great points to centre your customer conversations around.

1

EMPHASISE THE POWER OF THE CLOUD

By the end of 2015, 90% of UK businesses will be using at least one cloud service. As your customers move to the cloud, you want to be able to offer them a totally managed, scalable solution which will suit any business size from SME to enterprise. The benefits of operating in the cloud are endless, and as more of our customers move to this model, we want to support them in adopting a hosted communications strategy that suits both their requirements and expectations.

2

MAKE THE MOST OF OUR PORTFOLIO

Your customers are constantly looking for the next technical innovation on the market which will provide them with new effective ways of running their business. With our Hosted Communications Services, you can promise them that they will benefit from an end-to-end solution using next generation technology, operated seamlessly on BT's core network.

Our portfolio offers your customer the opportunity to communicate efficiently across multiple platforms. By using a combination of our services, they will benefit from a unified and consistent solution, tailored to their needs.

3

HIGHLIGHT THE SPEED TO MARKET

When deciding what solution to buy for their business, we know that speed of integration is extremely important to your customer. With our Hosted Communications Services, they can rest assured their tailored solution will be in place before they know it. With our breadth of expertise and experience we can guarantee the integration will be as smooth and fast as possible

4

FOCUS ON BUSINESS CONTINUITY

Since all our Hosted Communications Services operate in the cloud and are based on our highly resilient network, business continuity is built in as standard so your customers need not worry about disruption at any time. We pride ourselves on delivering industry-leading solutions, and we want your customers to feel confident that they can always run at peak performance without interruption. Our services have the ability to transform your customers' methods of communication, no matter the time or place.

5

NO NEED TO INVEST IN PHYSICAL INFRASTRUCTURE UP-FRONT

Our managed end-to-end solutions are embedded in BT's national network and hosted in the cloud, enabling your customers to focus on tailoring a perfect solution for their business, without the added complication and costs of installation. Our next generation cloud technology is managed by us so your customers never need to worry about changing their infrastructure if their business requirements change and they need to scale their solution.

